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June 24, 2003

ATTORNEY DOCKET NO. 104.028-03

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Re: New U.S. Patent Application of
Ken R. POWELL, Thomas M. HINTZ, AND
Eleanor B. MAXWELL for
RETAIL SYSTEM AND METHOD EMPLOYING
A PRODUCT SHELF INTERFACE
TO PROVIDE PURCHASE INCENTIVES
Continuation of U.S. Application No. 10/300,917

Sir:

Enclosed are the following papers for filing in the United States Patent and Trademark Office in connection with this patent application.

ENCLOSURE:

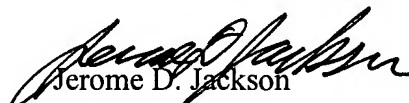
Application - 54 pages, including 3 independent claim and 22 claims total;
and 39 sheets of drawings on A4 paper.

Please accord this application a serial number and filing date.

This application is being filed under the provisions of 37 C.F.R. 1.53. Applicants await notification from the Patent and Trademark Office of the time set for filing the declaration and paying the filing fee.

The Commissioner is hereby authorized to charge any other fees under 37 C.F.R. § 1.16 or 1.17 during the pendency of this application to the undersigned attorney's Deposit Account No. 10-0077.

Respectfully submitted,


Jerome D. Jackson
Reg. No. 33,186

Enclosure